



LOGO USAGE GUIDELINES

LEGAL GUIDELINES

LEGAL GUIDELINES FOR USE

1. DESIGN

Football for the Goals (FFTG) is an initiative to advance and support the implementation and achievement of the Sustainable Development Goals (SDGs) through collaboration with the football stakeholders around the world. The FFTG logo consists of the SDG wheel encircling a football with the words "Football for the Goals." Set in the Sustainable Development Goals (SDGs) colour palette, the main visual conveys the message that the United Nations is convening an initiative to explore major structural transformations and comm694arniraolUtione thaie anchor.1 15.2 (r)-15 5t in the SDGse he bal (w)-10.1 (i)-19.3 (t)-8.5 (h) ih th (S)-26.2 (D)-15.3 ((w)420.9 (h)-15)eeh

When requesting approval, the entity must provide:

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.
- A waiver of liability (please see the form on page 6) signed by the entity requesting to use the logo.

The authorization to use the FFTG logo does not permit the user of the logo to sub-license or to further authorise the use of the logo to any other entities.

The FFTG logo must be used in its entirety, including title and graphic element. The FFTG logo may be displayed with a non-UN entity's logo.

When being displayed side-by-side with a non-UN entity's logo, the FFTG logo must be accompanied by the text, "**[the name of the entity] supports Football for the Goals.**" The FFTG logo may not be displayed side-by-side with a non-UN entity's logo without the above respective text.

Additional conditions apply to all entities for fundraising and

- The United Nations does not assume any responsibility for the activities of the entity.
- The entity shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo by the entity.

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WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF "FOOTBALL FOR THE GOALS"

LOGO

USAGE LOGO: COLOUR VERSION



The COLOUR VERSION of the Football for the Goal logo is ONLY to be used on a white or light grey background. See colour values to the right.

LIGHT GREY

PMS: Cool Gray 1C
R 241 **G** 241 **B** 241
C 4 **M** 3 **Y** 3 **K** 0

LOGO

USAGE LOGO: WHITE VERSION



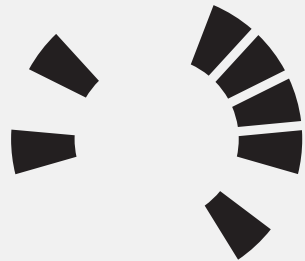
The WHITE VERSION of the logo can be used on any of the colours of the Sustainable Development Goals colour scheme, as long as there is sufficient contrast.

The logo should ONLY be used on black if necessary due to a black/white application.

USAGE LOGO: BLACK VERSION



**FOOTBALL
FOR THE GOALS**



The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application.

The BLACK VERSION of the logo should never be used on a dark coloured background, ONLY on white or light grey tint. See colour values to the right.

LIGHT GREY

PMS: Cool Gray 1C
R 241 G 241 B 241
C 4 M 3 Y 3 K 0

LOGO

USAGE LOGO: ALTERNATIVE VERSION



**FOOTBALL
FOR THE GOALS**

* For situations where the logo needs to be placed in a vertical area.

PAIRING FOR NON-UN ENTITIES*

USAGE LOGO: PAIRING



[the name of the entity] supports Football for the Goals

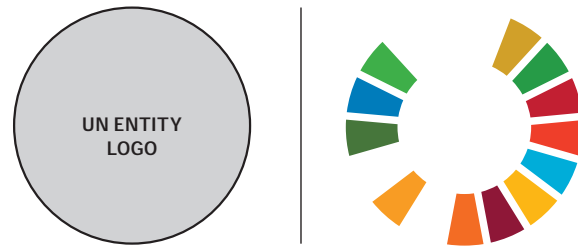
*Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities.

- Football for the Goals logo must be accompanied by the text: **[the name of the entity] supports Football for the Goals**
- No side-by-side display of the Football for the Goals logo and the logo of the non-UN entity allowed without the requisite text as per example.

For pairing with SDG logo or SDG Wheel, please refer to [SDG logo usage guidelines](#).

PAIRING FOR UN ENTITIES*

USAGE LOGO: PAIRING



*United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System.

For pairing with SDG logo or SDG Wheel, please refer to [SDG logo usage guidelines](#).



COLOURS

COLOUR DEFINITIONS

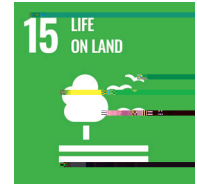
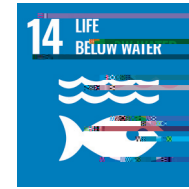
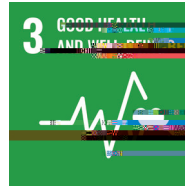
RED

PMS: 185 C

C 1 M 100 Y 92 K 0

R 229 G 36 B 59

HEX: E5243B



These are the same colours used for the SDG wheel.

For the Football for the Goals logo, the main text, graphic inside the wheel and date box use black colour.

These colours can not be changed within the Football for the Goals logo.

TYPOGRAPHY

ROBOTO

ROBOTO – BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO font is most often used for body copy and additional information.
